

Message Text

UNCLASSIFIED

PAGE 01 BONN 07544 222227Z

ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W

-----024562 240745Z /21

R 211717Z APR 78

FM AMEMBASSY BONN

TO USDOC WASHDC

INFO SECSTATE WASHDC 7935

USMISSION USBERLIN

AMCONSUL FRANKFURT

UNCLAS BONN 07544

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: ADS REQUEST - BARTIZAN CORP.,

LONG ISLAND CITY, N.Y.

DESPITE EXTENSIVE CANVASSING THE EMBASSY COULD LOCATE
ONLY THE FOLLOWING PROSPECT(S):

FIRMA FRITZ PALM BUEROMASCHINEN

FRIEDRICHSTRASSE 224

D-1000 BERLIN 61, GERMANY

CONTACT: HERR WERNER UEBING

PHONE: (030) 251-07-51

COMMENT: FIRM IS A LEADING WEST BERLIN DISTRIBUTOR OF
CREDIT CARD IMPRINTERS IN LOCAL MARKET. FOR PRODUCT
LINES OFFERED THERE MAY BE EXCELLENT MARKET IN BERLIN.
INTERESTED FIRM WAS ESTABLISHED IN 1951; EMPLOYS 11.

WELL-ESTABLISHED COMPANY HAS ACHIEVED SUBSTANTIAL
EXPANSION OF ITS MARKET SHARE IN RECENT YEARS. FIRM
HAS FINE RECORD OF SUCCESS IN LAUNCHING NEW
PRODUCTS IN BERLIN. COMPANY DESIRES DIRECT CONTACT WITH
THE ADS CLIENT.

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THIS EQUIPMENT WILL NOT SELL IN GERMANY. INFORMATION
OBTAINED FROM THE AMEXCO CARD DIVISION IN FRANKFURT
DISCLOSED THAT BOTH AMEXCO AND DINERS CLUB USE
IMPRINTERS MANUFACTURED DOMESTICALLY BY A SUBSIDIARY OF
ADDRESSOGRAPH-MULTIGRAPH OF CLEVELAND, OHIO. THIS
EQUIPMENT - AND THIS IS THE IMPORTANT ASPECT - IS
SUPPLIED TO GERMAN STORES PARTICIPATING IN THE CREDIT

CARD SYSTEMS OF BOTH AMEXCO AND DINERS CLUB FREE OF CHARGE. THE STORES NEVER BUY AN IMPRINTER. AMEXCO AND DINERS CLUB ARE THE ONLY CREDIT CARDS WHICH ARE USED IN GERMANY TO SOME EXTENT. IN GENERAL, IT SHOULD BE NOTED THAT CREDIT CARDS ARE USED MUCH LESS IN GERMANY THAN THEY ARE IN THE STATES. DUE TO THE WELL INTRODUCED EUROCHEQUE SYSTEM, WHICH USES A DIFFERENT CARD APPROACH, THIS SITUATION IS NOT EXPECTED TO CHANGE IN THE FORESEEABLE FUTURE.

SHOULD ANOTHER EXPRESSION OF INTEREST BE ELICITED, THE EMBASSY WILL REPORT IT IMMEDIATELY.

APPROVING OFFICER: GUSTAF COONTZ, COMMERCIAL COUNSELOR
MEEHAN

NOTE BY OC/T: TELEGRAM DELAYED IN TRANSMISSION.

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NNN

Message Attributes

Automatic Decaptoning: Z
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Decaption Date: 20 Mar 2014
Decaption Note: 25 YEAR REVIEW
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
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Executive Order: N/A
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Format: TEL
From: BONN
Handling Restrictions:
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780433/aaaabbzf.tel
Line Count: 78
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Original Classification: UNCLASSIFIED
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Original Previous Classification: n/a
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To: COM
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